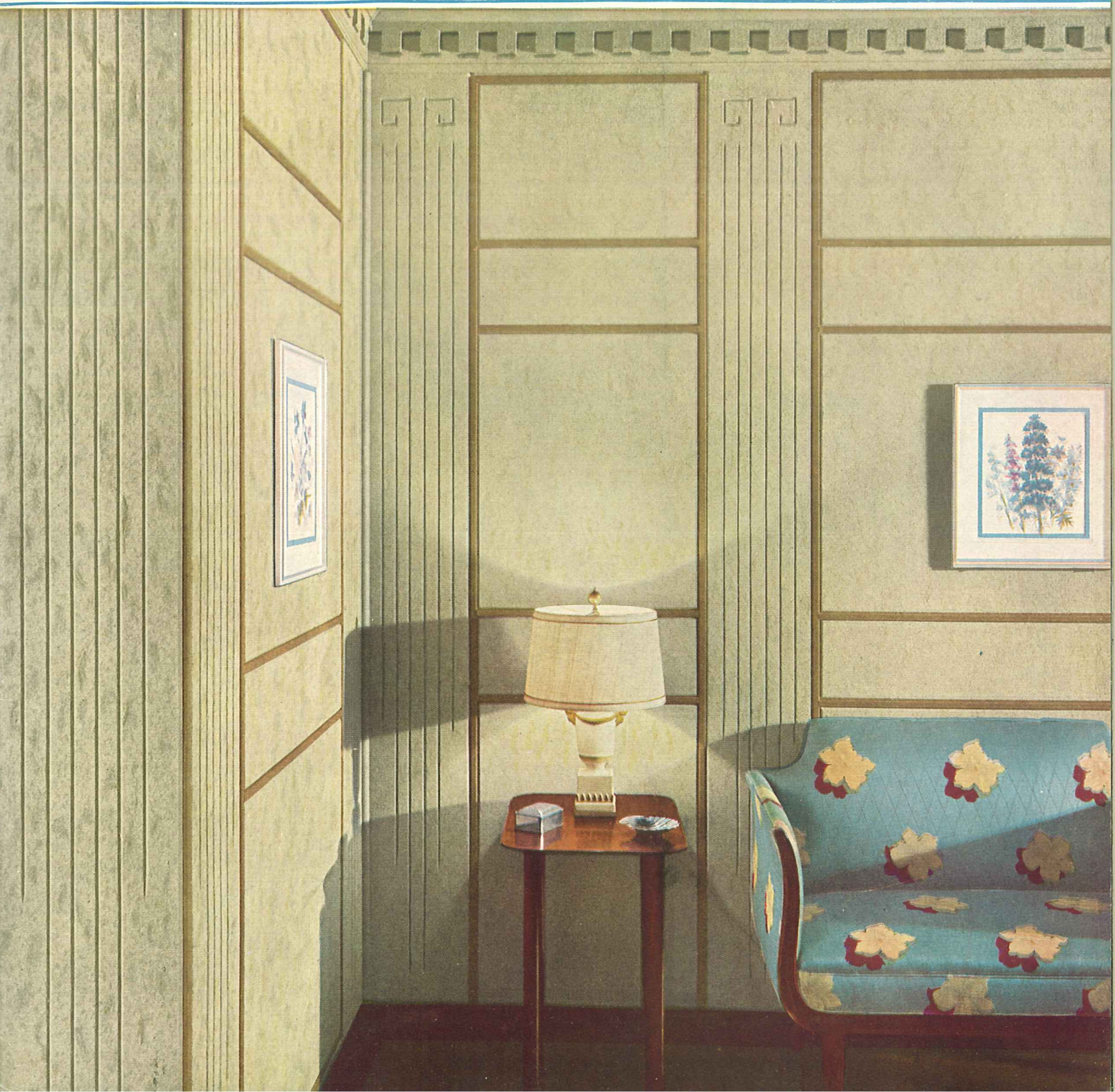


INTERIORS

OF GUARANTEED INSULATION

with Beauty Comfort and Quiet



INTERIOR


IN THIS BOOK YOU WILL FIND NOT ONLY A
COMPLETE SHOWING OF MODERN HOME
INTERIORS, BUT ALSO EXAMPLES OF THIS
NEW TREND IN INTERIORS FOR OFFICES •
SHOPS • RESTAURANTS • AUDITORIUMS
STORES • SCHOOLS • CHURCHES • ETC.

A PHOTOGRAPH IN NATURAL FULL COLOR



DECORATION TODAY

DEMANDS FAR *more* OF MATERIALS
AND DESIGN *than Beauty alone!*



THE charm and beauty of today's interiors, as shown in the actual color photographs throughout this book, combine authentic design, utility and economy. All these attractive rooms were designed and built for livability and beauty, with these desirable features interestingly worked out to increase comfort the year 'round.

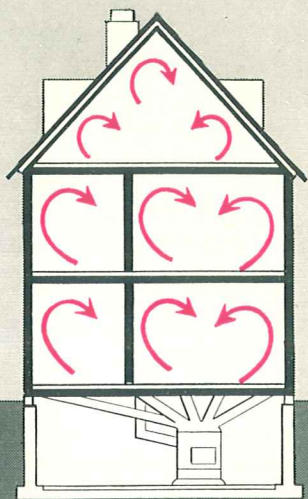
If you are building or remodeling, this book offers many valuable ideas and suggestions that will contribute to your satisfaction. It contains the latest information in the art and science of interior decoration.

Today's Interiors must—

1. HAVE BEAUTY AND CHARM
2. BE EASY TO HEAT IN WINTER
3. BE COOLER IN SUMMER
4. SUBDUE OUTSIDE NOISES

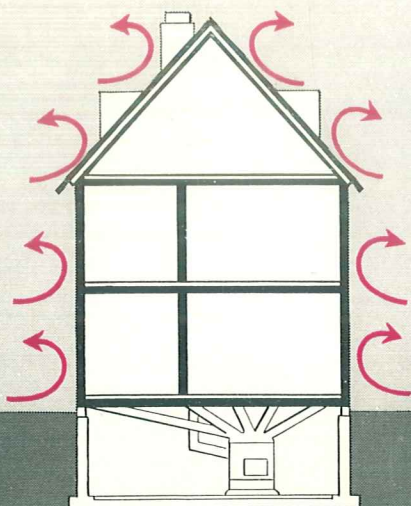
The horizontal lines in this room make it seem longer and wider. The light ceiling contrasts the darker walls to retain height. This design used Celotex Insulating Finish Plank No. 75 on the wall; No. 82 Celotex Insulating Tile Board on the ceiling; and Celotex Moulding No. 150 painted white for door and window trims and for cornice with the addition of No. 111 Celotex Moulding.

WHY CELOTEX BEST S FOR NEW



Above. Diagram shows how Celotex Insulating Cane Board products keep furnace heat IN! Thus comfortable temperatures are maintained in winter with lower fuel bills.

Below. In summer; Celotex Insulating Cane Board repels outside heat—keeps houses cooler inside—upstairs bedrooms are always more comfortable.



The cane fibre from which Celotex Insulating Board Products are made is one of the longest and toughest known, as shown in this illustration. Each of these fibres contains millions of microscopic SEALED AIR CELLS—one of the most efficient insulating agencies known to science.



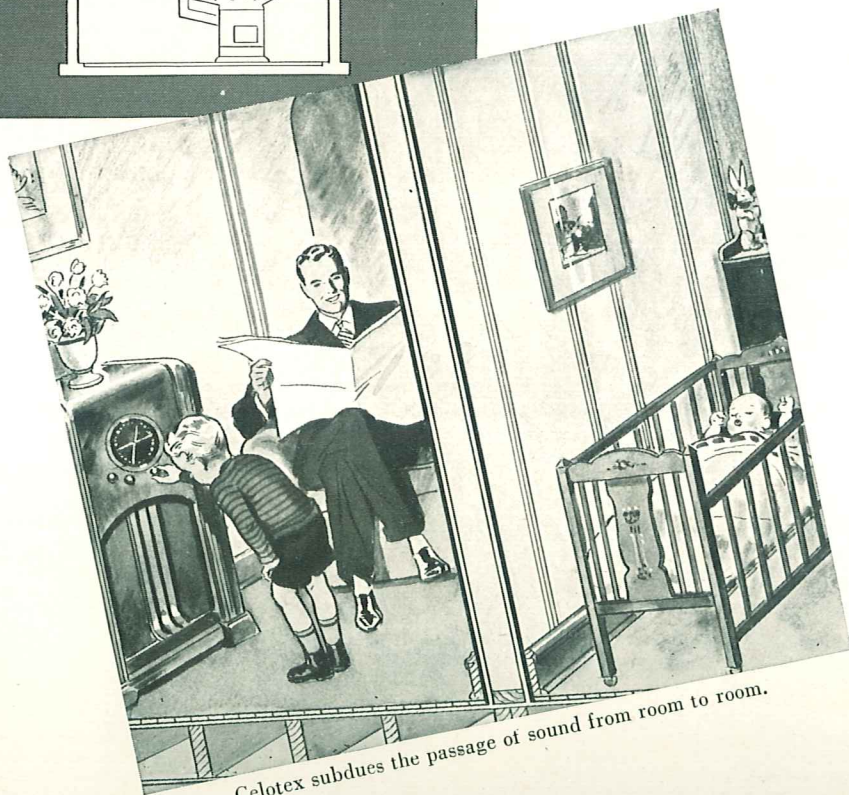
What Celotex is and how it Insulates and Subdues Noises

In the manufacture of Celotex the cane or bagasse fibres (shown above) are refined to the correct length, felted in the process of manufacture and formed into long continuous sheets from which Celotex interior finish units are fabricated.

Celotex products are light in weight but exceptionally strong. Their insulating (heat-stopping) efficiency is remarkable. A one-inch Celotex board has a HEAT-STOP value equal to three one-inch layers of wood, 9 one-half-inch layers of plaster board, a 15-inch wall of common brick, a 16-inch wall of clay tile or a 36-inch wall of solid concrete!

And Celotex because of its surface and internal texture also retards the passage of noise. Rooms finished with Celotex Insulation are quieter. Noise is absorbed between rooms, and exterior sounds are hushed.

Because of its remarkable efficiency more homes and buildings are insulated against noise and heat, and decorated with Celotex than with any other form of structural insulation. Today, nearly three quarters of a million homes, stores and offices are protected with Celotex!

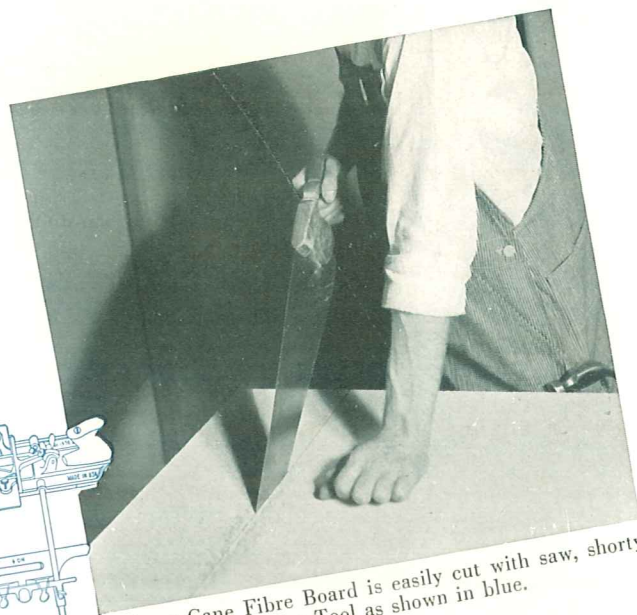
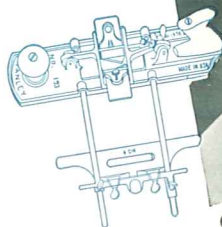


Celotex subdues the passage of sound from room to room.

SATISFIES TODAY'S REQUIREMENTS INTERIORS

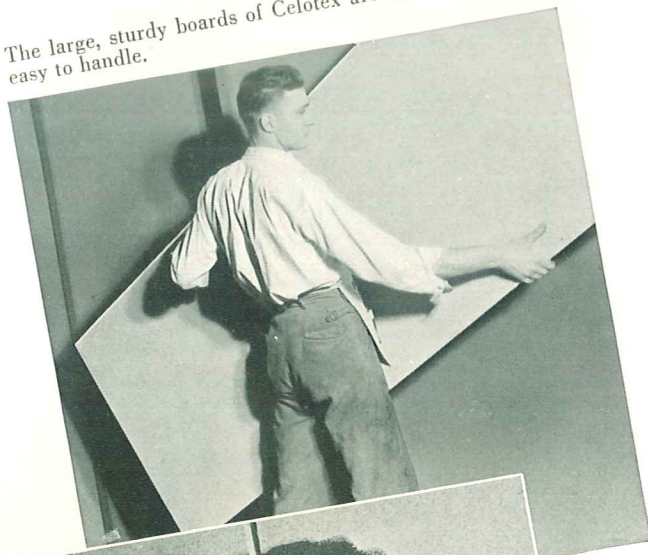
CELOTEX Interior Finishes provide all the following advantages in one material . . . at just one moderate material cost and one application cost:

1. It is time proved effective insulation — makes rooms easier to heat in winter, cooler in summer and it pays for itself in FUEL SAVINGS in a remarkably short time.
2. Celotex can be applied rapidly and easily by ordinary workmen. It saws like wood and is easily fastened in place with adhesives and small nails which will not show when the work is well done. It can be readily carved without impairing its insulating efficiency. (The Stanley Tool shown is the most popular for carving Celotex.)
3. Celotex Interior Finishes are durable — guaranteed to maintain their strength and insulating efficiency for the life of the building in which they are applied.
4. They are moisture-repellent and permanently protected against damage by Termites, Dry Rot and Fungus Growths by the exclusive patented Ferox Process.
5. Celotex Interior Finishes can be painted, stained, calcimined, stenciled or papered without loss of insulating value.
6. They can be used in their natural finishes as pictured in this book and cleaned with ease as desired.
7. All Celotex Interior Finishes offer a choice of surface textures: (1) a smooth sanded side; (2) a tapestry like finish; (3) a smooth ivory painted finish; (4) and a ripple finish in two tones.
8. In their various colors they afford an exceptionally attractive background for any decorative color scheme.
9. Natural or painted Celotex Interior Finishes make rooms quieter by reducing the passage of outside and between-room noises.
10. They provide neat joints as shown in this book.



Celotex Cane Fibre Board is easily cut with saw, shorty knife, or the Stanley Tool as shown in blue.

The large, sturdy boards of Celotex are light weight and easy to handle.



An ordinary scrub brush, broom or sponge is used to clean Celotex.

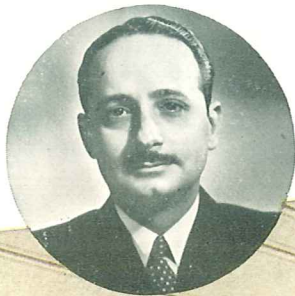
Papering or painting does not reduce the insulating efficiency of Celotex Cane Fibre Insulating Board.

Celotex can be painted with casein paints, calcimine, or plastic paint.



Ivo Meucci, well known interior design-
 ing authority, tells you a little about
 how you can achieve, at moderate cost,
 the fundamentals of successful interior
 design in your own home.
 He says: "In modern interior design and
 decoration, what you spend isn't nearly
 as important as how you spend it. True
 modernism has taught us how to do
 much more in interior designing for
 much less . . . taught us how to use
 new and more economical materials . . .
 how to make one thing do several jobs!"
 On the pages that follow, Mr. Meucci
 shows you by means of actual photo-
 graphs—many of them in full color—
 modern rooms and designing ideas that
 merit the approval of any designer.

WISE HOME



A PHOTOGRAPH IN NATURAL FULL COLOR



PLANNING

W

HAT do we mean by "Wise Planning of Home Interiors"?

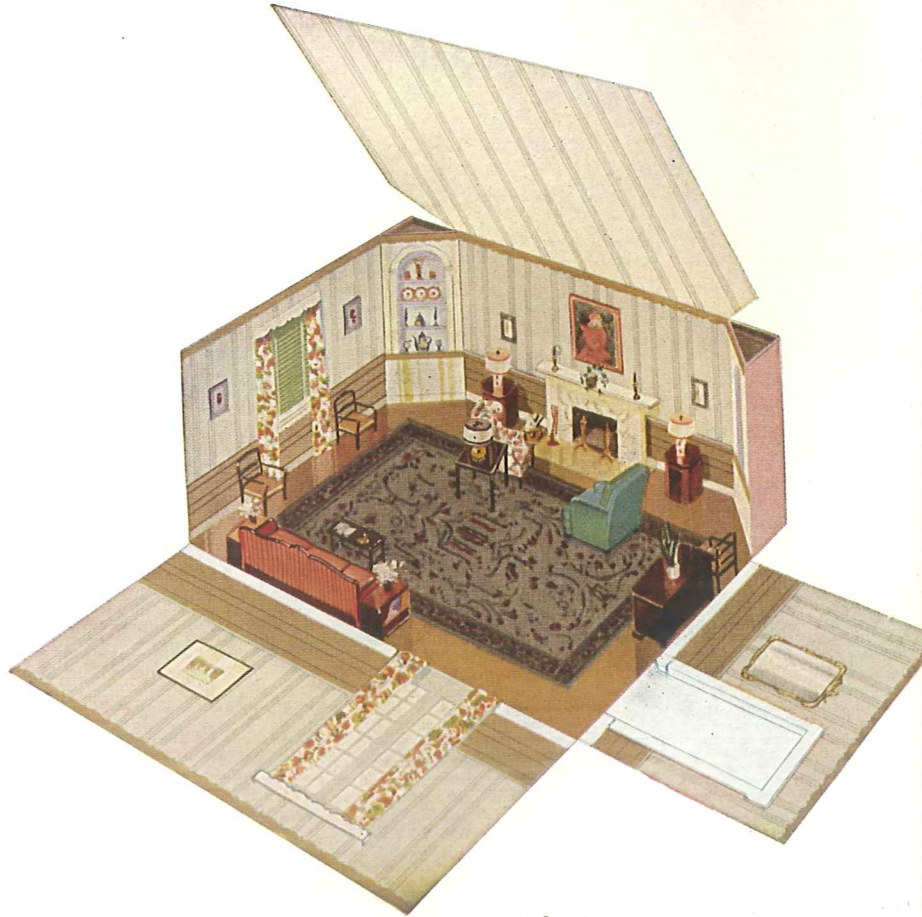
We say "wise planning" because the home of today is different from that of yesterday. Years ago the home was a simple collection of furniture and accessories often gathered for sentimental values, and placed in a room where the design of the draperies and the architecture were not in harmony. Each in itself was attractive and cozy, but when grouped with the remainder of the home—little harmony was felt.

Today instead, more care and thought is exercised in selecting a well collaborated alliance between beauty of design, balance of color, and the advantages of the space. The architecture and design of the room must be a complete unit in style, color and period. For example, the room shown on page 2 would be completely out of place in any style but a modern home. Its color is well balanced with harmonious tones of browns and red with high notes of white and green, while the furniture carries out the modern period with its simple, direct, forceful lines.

To plan a room wisely, we must first consider the shape of the room. If the ceiling is too low, we select a style of wall finish which will permit the use of vertical lines. The use of a light color on the ceiling also adds height to the appearance of the room. The illustration on the cover of this book is an excellent example of acquiring height in a room. The Neo-Classic grooved pilasters, the light ceiling and the narrow panels achieve the desired effect. This treatment is especially essential in very large rooms with ceilings of only normal height.

The opposite treatment for small rooms is shown by the horizontal design of the bedroom on page 13. An excellent example of interior finish for a long narrow room is shown on page 6. The plank is applied across the narrow width of the ceiling to make the room appear wider.

► This cozy, livable English Provincial room shows how vertical lines prevented heightening of the room by the use of a horizontal wainscoting. No. 75 Celotex Finish Plank has been applied horizontally below the chair rail which is formed by using No. 100 Celotex Moulding. Above we find a vertical application of No. 55 Celotex Plank in random widths with attractive cornice detail of No. 210 Celotex Hard Board Moulding. The ceiling is also finished in No. 82 Celotex Plank in random widths consistent with this period. The corner cupboard has been made of Celotex Studio Board painted white.



Small rooms should always be finished in lighter, cooler colors. Careful placing of mirrors assist to brighten and enlarge the appearance of small dark rooms.

The modern trend in interior decorating is very definitely toward the more brilliant shades. Deep and brilliant colored walls are being used with light ceilings, white walls are being combined with tinted ceilings. Drapery materials are more colorful and have prominent designs. Although it is extremely tempting, care must be used not to go too wild. When modern colorful materials are used for upholstering as well as draperies, it is wise to have a softer background, creating a bright but well balanced interior.

In planning to remodel a room, great importance should be given even to the smallest detail. When the architect designed the home in which the dining room on page 10 was photographed, he took great pains to specify the style of doors, windows, door handles, and light fixtures which matched the Georgian architecture of the building. Hence, it is necessary that we follow the existing style and use a treatment of moulding to achieve a Georgian paneled effect.

Your furniture should not only be consistent in style but also in scale with the size of the room, and be placed to create a harmonious balance of shape and color value.

Beauty should not be the only thought—comfort and utility must be kept well in mind. Lights and lamps, ash trays and all the usual conveniences should be placed near the chairs which are to be utilized for reading and lounging.



The Heart of Your Home!

Your living room is indeed the "heart" of your home and reflects its entire personality. Let "livability" be your basic consideration in its planning so that it will bring lasting joy and comfort to your family and your guests.

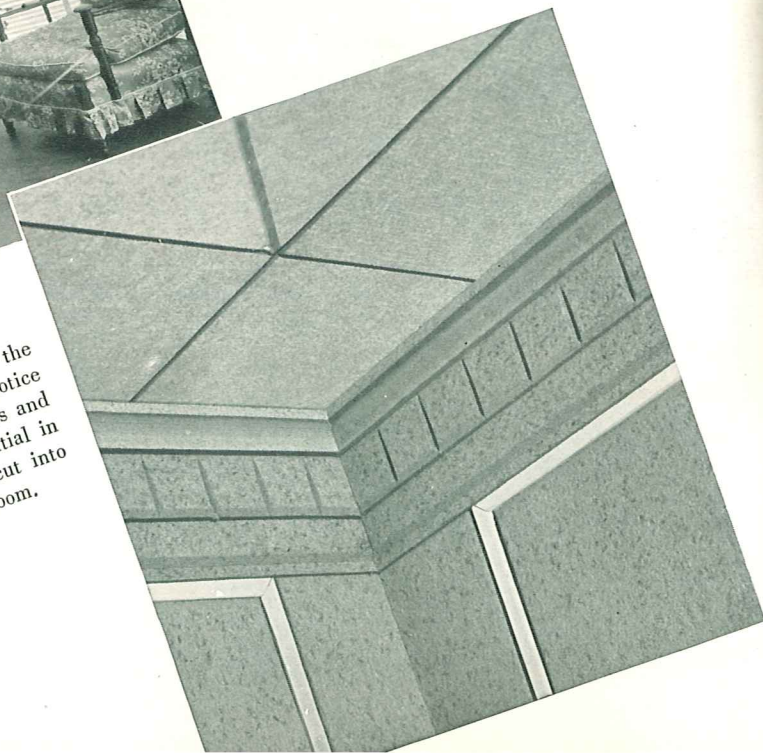
At Extreme Left. Celotex Insulating Tile Board has been applied in the dignified ashlar tile pattern. This treatment is desirable in large homes, offices and large rooms where a stone-like treatment of walls is desired.

At the Left. Celotex Finish Plank has been applied in the horizontal manner so popular with modern furnishings. A Celotex Tile Board ceiling completes the beauty of this charming room.



Center. This attractive living room has been finished in Celotex Insulating Finish Plank in regular widths, in both horizontal and vertical applications. Celotex will provide lifetime insulation and can be painted at any future date.

At the Right. A detail photograph of a corner of the French design living room on the following page. Notice how the inset mouldings cover the joints and nails and at the same time form the panel treatment essential in this period. Celotex Building Board has been cut into strips and grooved to form the cornice for the room.





A PHOTOGRAPH IN NATURAL FULL COLOR

LIVING ROOM

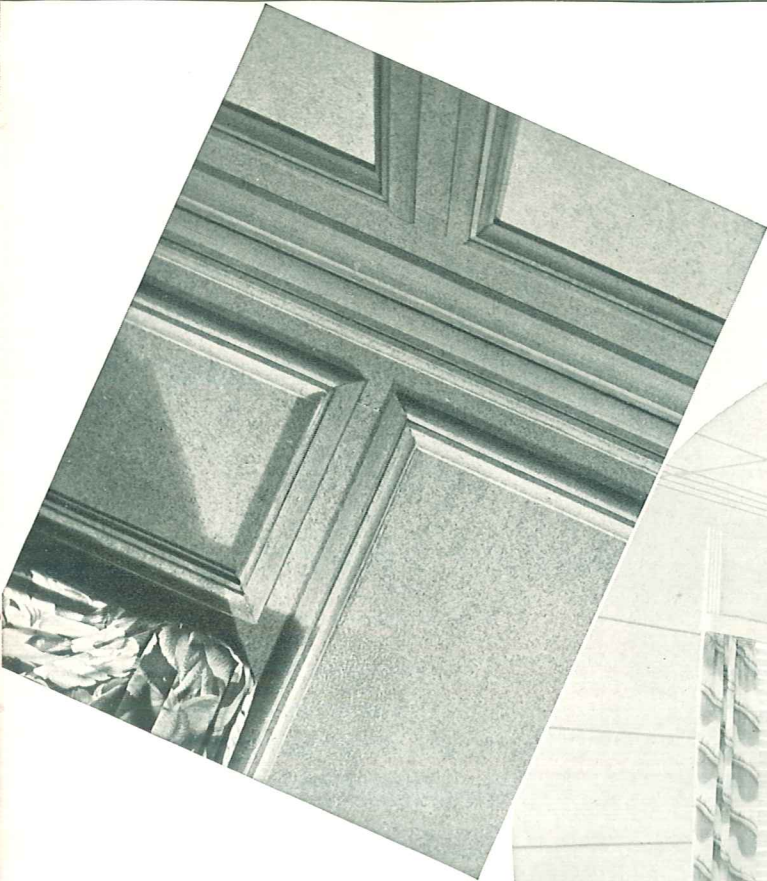
► This gracious living room has an atmosphere of warmth that bespeaks the hospitality of its owner. The graceful curves of the furniture, and the delicate coloring of the ensemble, are combined with the paneled wall treatment that typifies this French period. The wood moulding which forms the panels has been painted to carry out the background color of the drapery material, accomplishing a well balanced room that will add comfort to any home. This photograph shows the warm coloring of natural Celotex under artificial lighting.



A PHOTOGRAPH IN NATURAL FULL COLOR

► This Georgian dining room is a mingling of Chippendale furniture, old English prints adorning the walls, and hand blocked mohair drapes to carry out the simple richness of the period. To complete the comfort of this room, and the authentic wall paneling of the period, No. 53 Celotex Building Board has been used for the walls, and No. 82 Building Board for the ceiling. The panels were formed by using Celotex Mouldings to cover the joints and nails.

DINING



"Happy" Dining Rooms

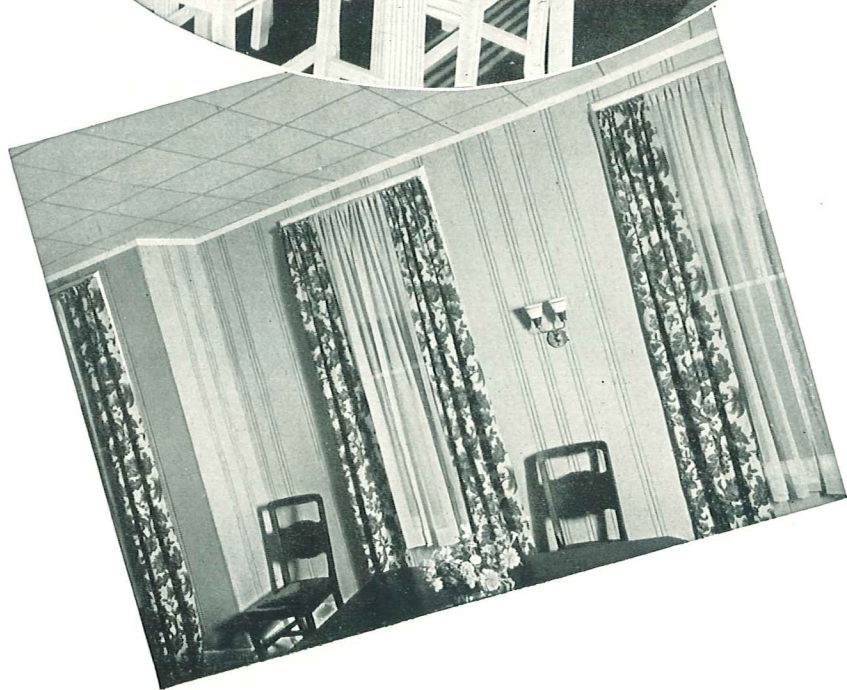
Modern psychology teaches us the vital importance of meal-time happiness in family life. When meals are served in a comfortable, properly decorated dining room they taste better—are more digestible—health is improved.

Celotex Interior Finishes as shown in these pictures not only provide the comforts of year 'round insulation but also an attractive simplicity of tone and design that helps to create an atmosphere of cheerfulness.

At the Top. A close up detail photograph showing the formation of the mouldings in the dining room on the preceding page. Nos. 120 and 111 Celotex Mouldings have been mounted on a strip of ½ inch Celotex Building Board to achieve the authentic treatment of the Georgian period.

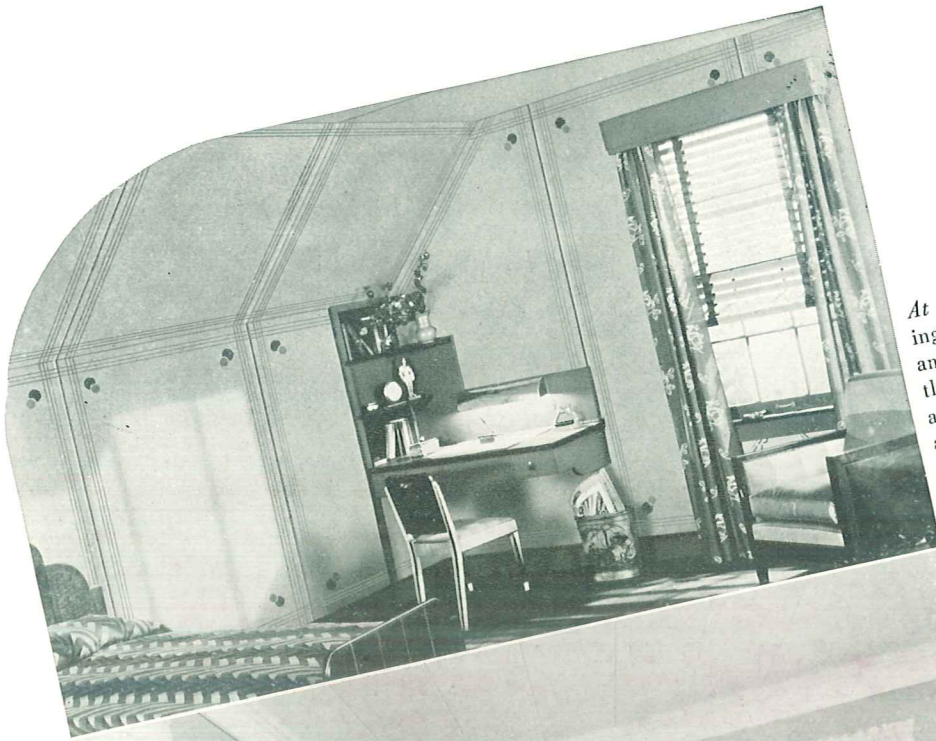
The Circle. The large sheets of Celotex Insulating Building Board have been attractively grooved to harmonize with the modern furnishing in this dining room.

Below. Celotex Insulating Finish Plank provides a charming background in this dining room. Permanent comfort will be enjoyed because of its beauty and insulating qualities.



R O O M

CHARMING BED

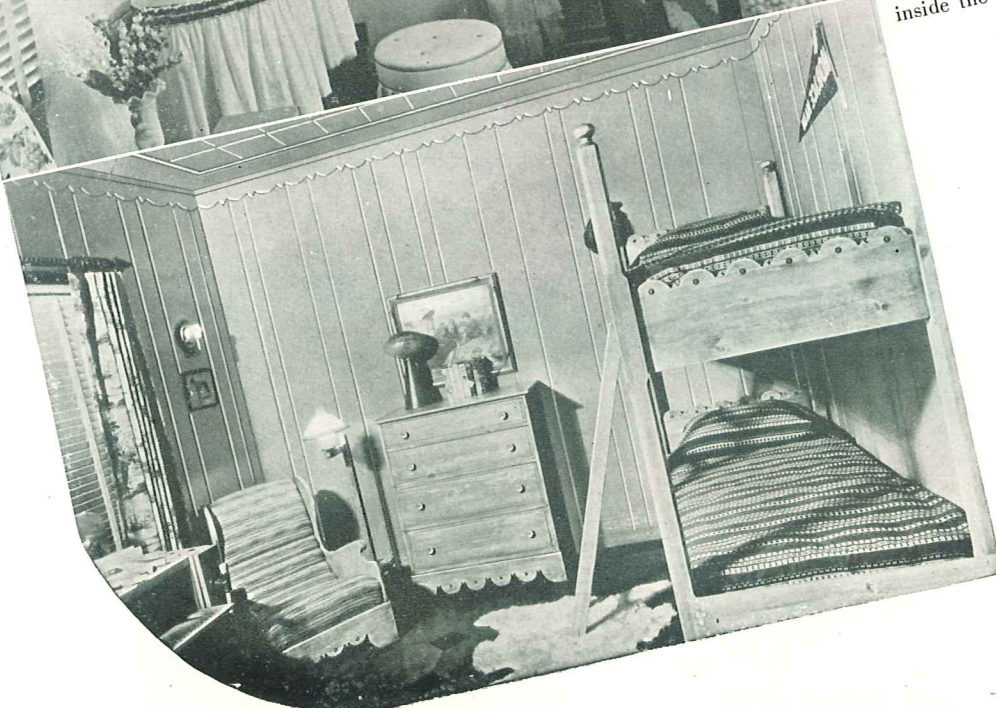


At the Top. Celotex Insulating Building Board quickly and economically transformed this useless attic space into this attractive room. It is insulated at the same time, providing summer and winter comfort with yearly fuel savings.

At the Left. The graceful charm of this room, with its dainty feminine touch that every woman desires in her bedroom, invites hours of relaxation and comfort throughout the year. A cooler room in summer is assured by the grooved Celotex Insulating Building Board walls and the Celotex Insulating Tile Board ceiling.



Below. Truly a boy's room—double deck bunks, masculine environment, pennants and all the appointments dear to the heart of a boy are gathered in this bedroom. Celotex Insulating Finish Plank applied in random widths complete the Early American design and help to keep youthful noises inside the room.



ROOMS

► This wallpapered bedroom with its correct appointments and blond maple furniture, exemplifies the beauty and simple lines of the popular modern furniture. The hidden value is beneath the wallpaper—it has been applied direct to Celotex Insulating Building Board which provides lifetime comfort and fuel savings. No. 82 Celotex Insulating Tile Board has been applied to the ceiling.

PHOTOGRAPH IN NATURAL FULL COLOR





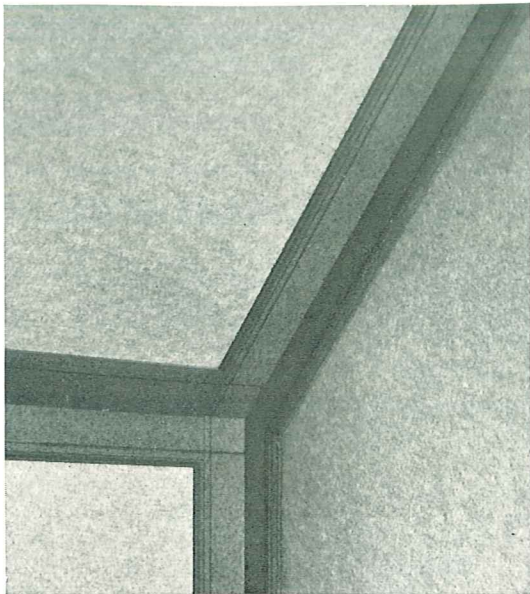
The Wasted "Third"

Almost one-third of the usable space in the average home today is wasted in unfinished attics and basements. With Celotex Interior Finishes, you can easily and economically transform unused attic and basement space into charming rooms that add to the livability and comfort of your home.

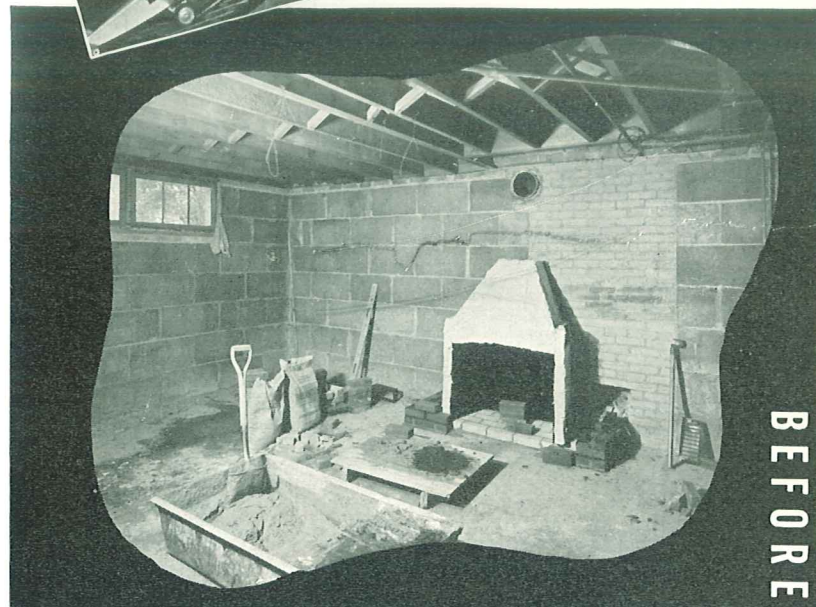
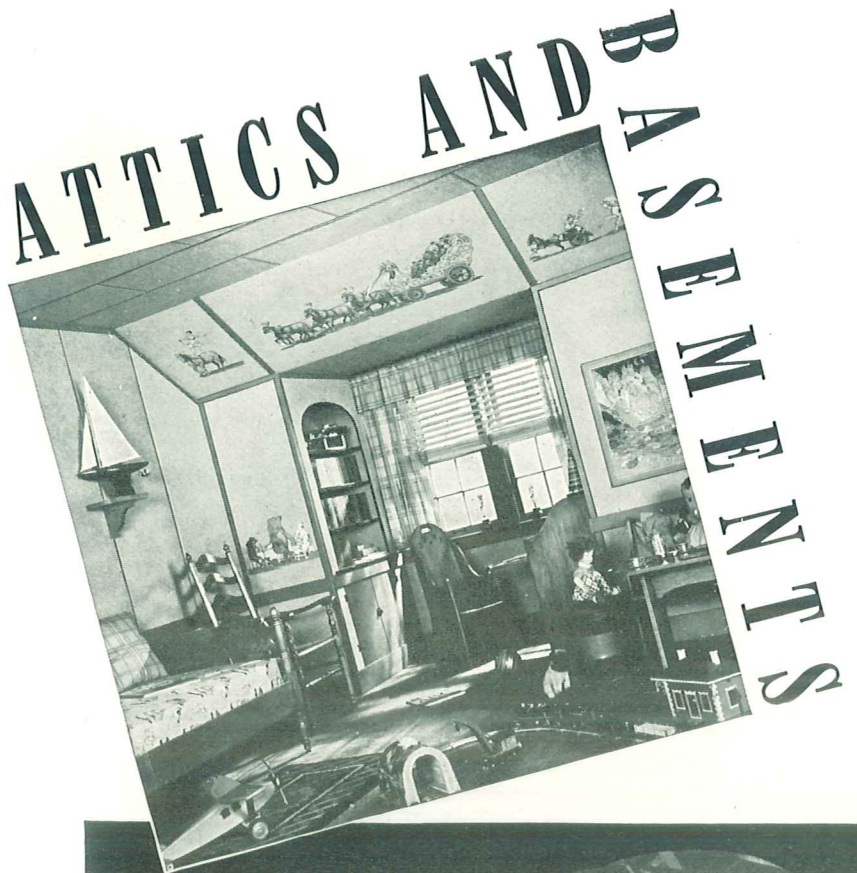
At the Right. This cheerful play room is an ideal place for the kiddies on rainy days . . . a comfortable room built with Celotex . . . where they can entertain their friends without disturbing the remainder of the household.

Below at Right. A "before and after" transformation of useless basement space. With some Celotex the owner of this home has made a cheerful game room . . . a room that will bring more joy to the family and complete the utility of his home.

Directly Below. The background walls of No. 82 Celotex Building Board and the application of No. 100 Celotex Mouldings are shown in this detail photograph. The mouldings cover the joints in the board and add to the attractive design of the room.



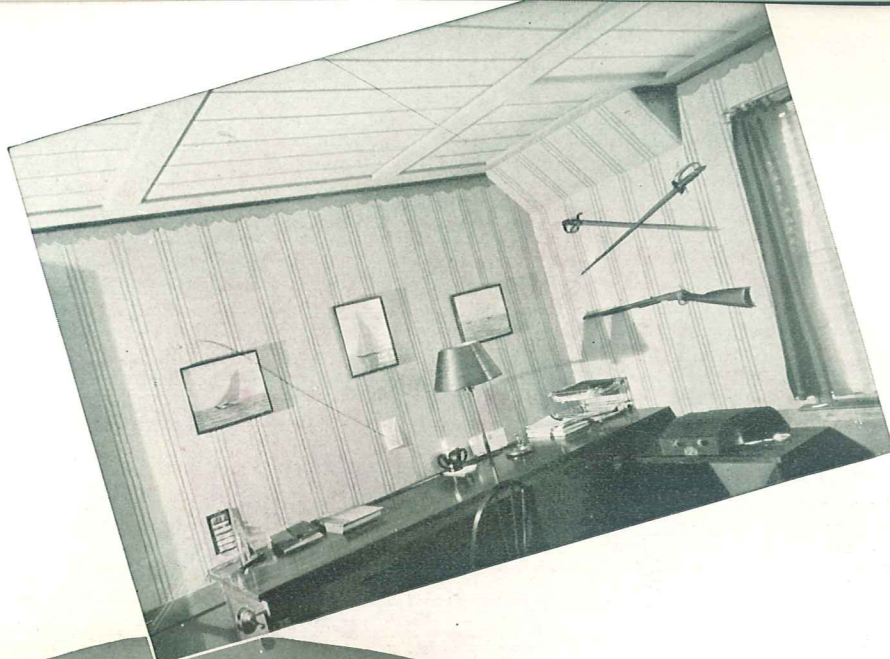
► An actual full color photograph of a cozy attic den that would bring countless hours of joy in any home . . . a place where father and grown sons can gather with their favorite pipes and listen to the radio . . . or where mother can do her sewing without disrupting the remainder of the household. Celotex walls and ceiling keep this room at shade temperature, and the whole house cooler in summer. In the winter it keeps valuable heat inside and effects great fuel economies.



BEFORE
AFTER



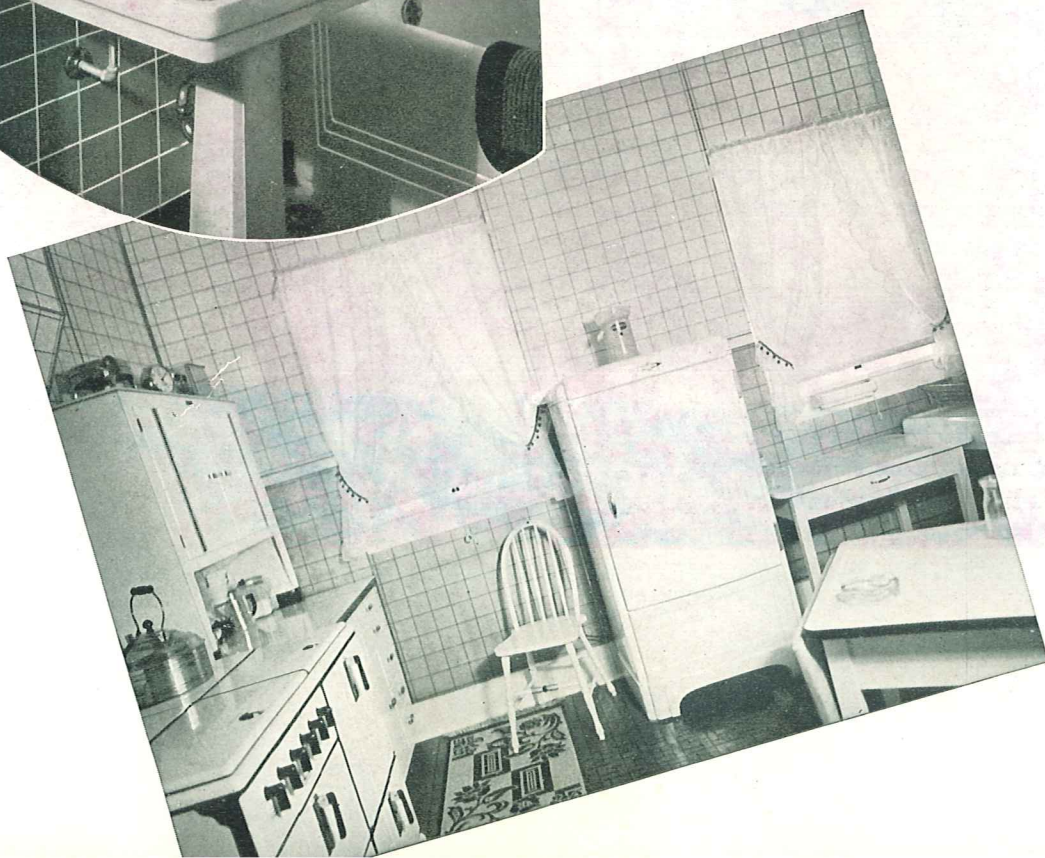
PRACTICAL UTILITY ROOMS



At the Top. Celotex Insulating Finish Plank on walls and ceiling, and No. 210 Celotex Hard Board Moulding for the cornice treatment, provide the desired masculine atmosphere in this den.



Center. Celotex Hardboard Tile, painted in a blending color with the bathroom fixtures assures the beauty of wall finish usually found in more expensive homes.



Below. Celotex Hardboard Tile provides the kitchen wall treatment desired by every housewife. Its hard surface can be painted and repainted and washed whenever necessary.

A corner of a room with a wall finish of Walnut C-X Texbord. C-X Texbord is genuine fine cabinet wood veneer adhered to Celotex in plank form. The mellow warmth and beauty of this paneling is the choice of many discriminating home owners. It lends a distinguished atmosphere to offices, reception rooms, lobbies, corridors and dens, and enhances the beauty of any period furniture.

KITCH



A PHOTOGRAPH IN NATURAL FULL COLOR

ENS ★ BATHROOMS AND HOME OFFICES

P R O F I T A B L E

WHEN planning the interior decoration of a new store or office, or remodeling an old one, your first consideration must be to achieve pleasant surroundings that will make your customers—your “guests”—as comfortable as though they were in your home—so attracted they will return. This is one of the first essentials toward building a profitable business.

Celotex Interior Finish Products are adaptable in acquiring any desired atmosphere. Celotex Cane Fibre Board can be applied from the most modest to the most daring designs . . . and where a more distinctive air is to be maintained, no more worthy product can be used than C-X Textbord.

► Celotex Insulating Building Board No. 75 has been combined with chrome metal mouldings to achieve the unusual effect in this office. Celotex Insulating Building Board No. 82 has been grooved and colored with crayon to add a decorative note that brings unusual beauty to this wall—an opportunity to express your personal artistic talent.

A PHOTOGRAPH IN NATURAL FULL COLOR



B U S I N E S S P L A N N I N G



COMFORT AND PERSONALITY IN THESE

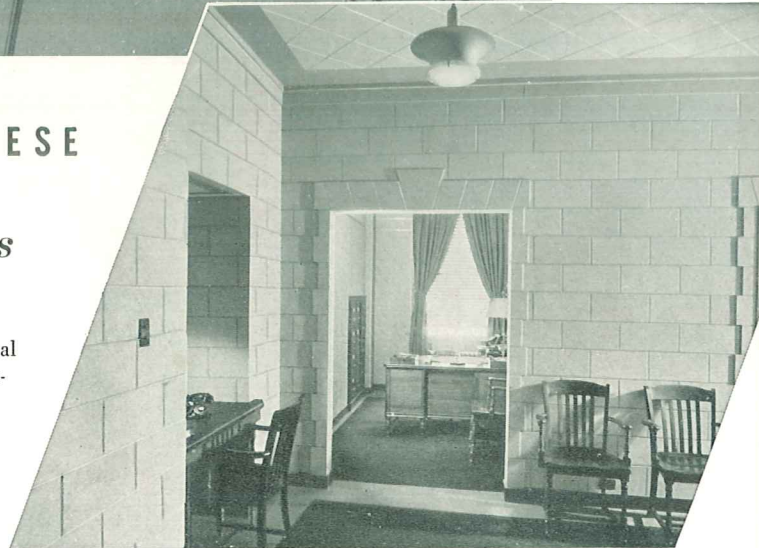
Efficient Offices

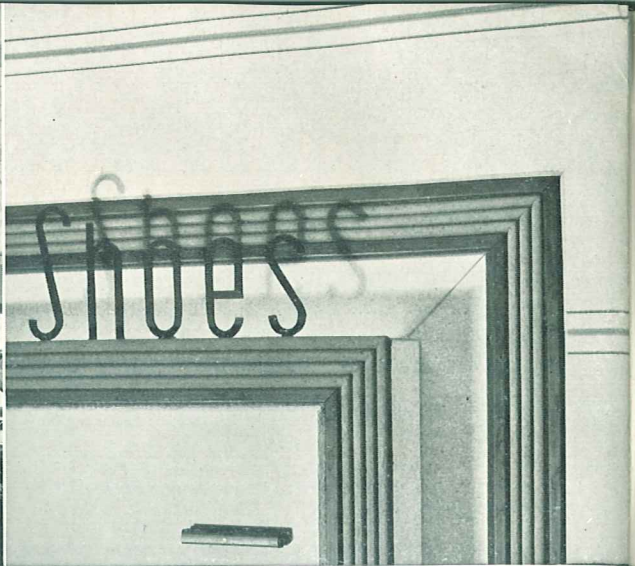
Above Left. All the desired dignity of professional and executive offices are maintained by C-X Textord. The planks can be applied in regular and random widths. The *genuine fine cabinet woods* permanently reduce redecorating costs.

Above Right. A popular ceiling treatment combining Celotex Insulating Tile Board No. 75, 6-inch squares, and No. 53, 12-inch squares, is shown in this photograph. Celotex can be applied directly to old plastered walls and ceiling with a minimum of time and labor.

Right Center. Celotex Insulating Tile Board both on walls and ceiling give a striking effect to this reception room.

Lower Right. This impressive office has been finished with the large sheets of Celotex Insulating Building Board. Celotex Mouldings add to the handsome appearance of the wall and are in complete alliance with the design of the Celotex Insulating Tile Board ceiling.



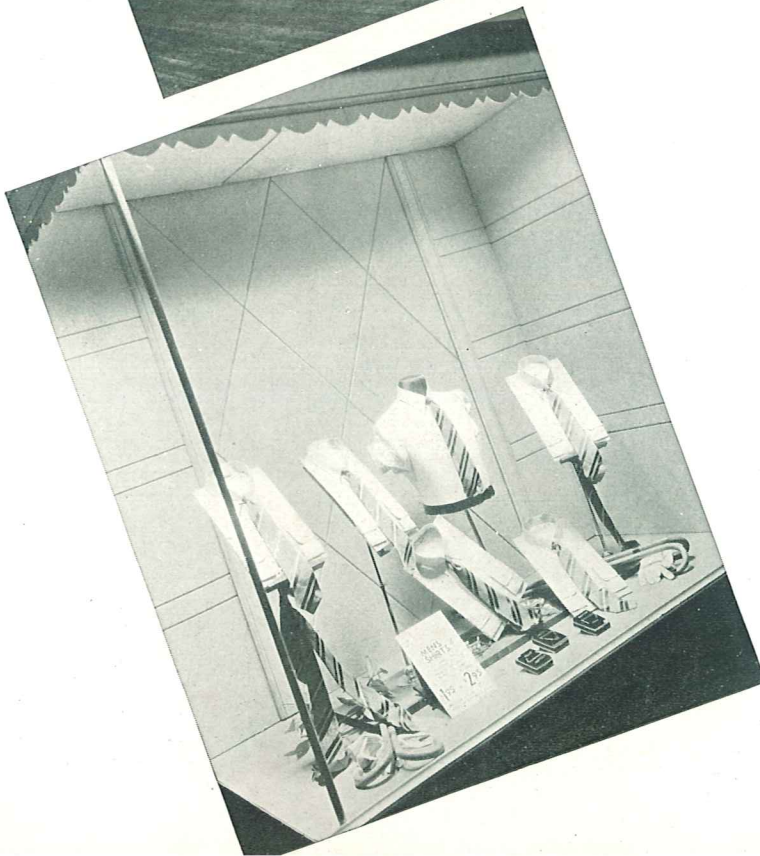


ATTRACT CUSTOMERS . . .



Upper Left. The sturdy sheets of Celotex Building Board have been grooved to supply the fine effect on the walls of this motor display room. On the ceiling, Celotex Tile Board in two tones has been combined with Celotex Ornaments to break up the monotony of this large area.

Center. This striking retail store is entirely finished with walls and ceilings of Celotex products. The lower wall is decorated with Celotex Hardboard Tile. The upper wall and ceiling, including the cornice treatment is cut from Celotex Building Board.



Below. For display window backgrounds, Celotex products have long been acclaimed a desirable material. The large sheets of Celotex Building Board can be grooved as shown in this photograph or curved and cut into unusual designs that have real eye-catching value. For economical temporary backgrounds, use C-X Utility Board.

At the Left. A close up detail photograph illustrates the adaptability of Celotex products, showing how they have been used in the retail store on this page. No. 150 Celotex Moulding is united with a recessed wood moulding, and Celotex Tempered Hard Board has been used for the cut out letters. The wall is finished in No. 82 Celotex Finish Plank.

AND MAKE THEM COMFORTABLE

► This beautiful shoe salon combines the modern mode of wall background and furniture in such alluring colors that customers are anxious to return. Indirect lighting at the top of the built-in shoe cabinets, the circular wall display, and the built-in shoe mirror add the final note of distinction to the Celotex interior.

A PHOTOGRAPH IN NATURAL FULL COLOR



ATMOSPHERE FOR PATRONAGE



A PHOTOGRAPH IN NATURAL FULL COLOR



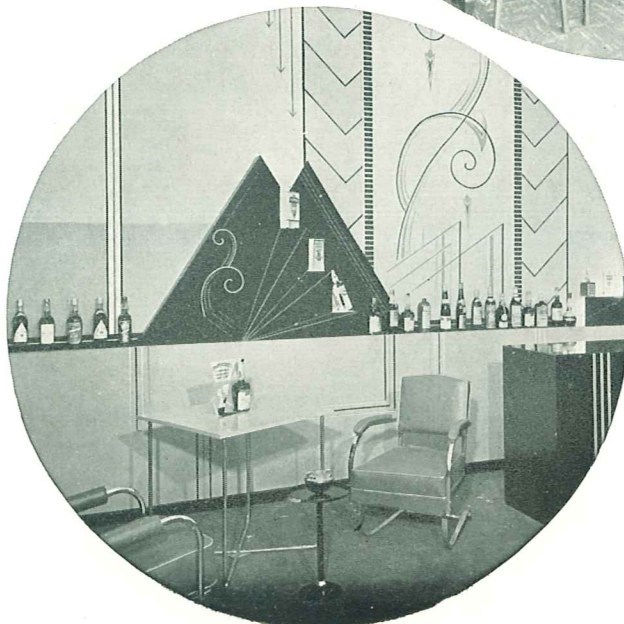
► The charming restaurant shown on the preceding page exemplifies the appealing beauty of modern interior decoration. Indirect lighting, in the middle of the pilasters and in the lower walls, sheds the proper amount of illumination without any glare to annoy the patron. The panels are of No. 82 Celotex Building Board painted chartreuse—the wainscot, lower wall and pilasters are all Celotex Hard Board painted dark green and white. Colored lights create the interesting color effect.

Upper Left. This large dine and dance place is completely finished with Celotex Building Board. The large sheets are curved to follow the contour of the ceiling.

Upper Right. The beautiful night club in this illustration has the ceiling covered with Celotex Building Board. The grooving of the boards adds to the design of the room.

Center Circle. Celotex Building Board has been used to remodel this restaurant. It has been grooved and cut to form the large panel backgrounds, the overlay pilasters, the cornices and ornaments.

Lower Circle. The sturdy sheets of Celotex Building Board are cut and grooved in this attractive design, colored with crayon and stenciled with paint. With the addition of Celotex Black Tempered Hard Board this background fulfills the final note of attractiveness.



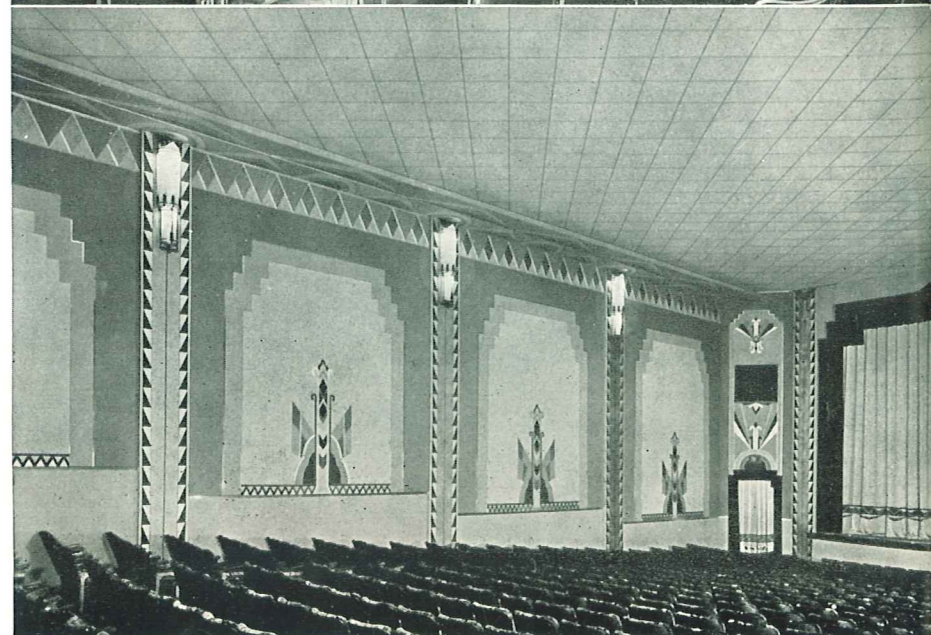
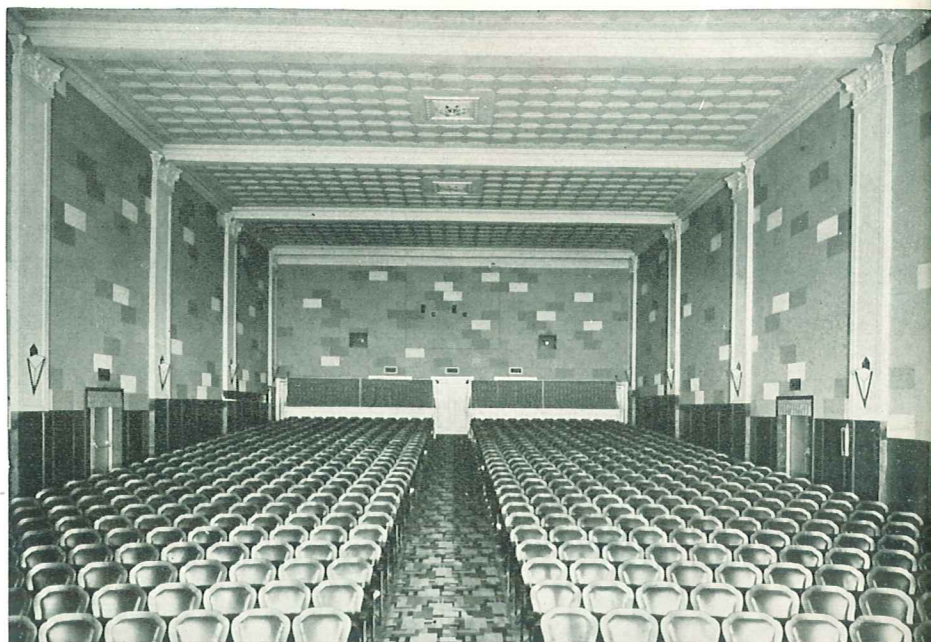
TO SEE AND HEAR

An unusual effect has been obtained by combining various colors and textures of Celotex Insulating Tile Board on the walls of this theatre. The interesting feature is that the colors and textures do not follow any definite pattern, yet a pleasing design is the result. When applied to walls and ceilings Celotex serves a triple purpose—it insulates, decorates, and aids in correcting acoustics.

Nos. 55 and 75 Celotex Insulating Finish Plank bring an outstanding design to the walls of this theatre. The ceiling has been finished with Nos. 55 and 75 Celotex Building Board to complete this attractive ensemble. The Celotex Finish Planks have been curved to follow the wall surface, and both the Plank and Building Board are painted and stenciled to carry out the design.

Celotex Building Board and Celotex Tile Board provide the attractive walls and ceiling of this theatre. The addition of appropriate chrome mouldings, colorful painting and stenciling add an inviting atmosphere that every patron desires.

The acoustical experts of The Celotex Corporation will gladly give reliable technical advice wherever definite acoustical problems exist.



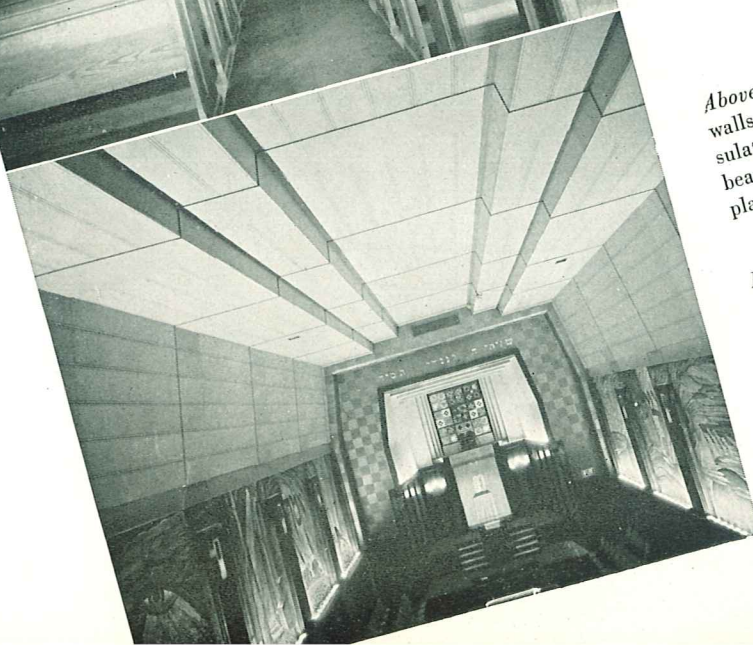
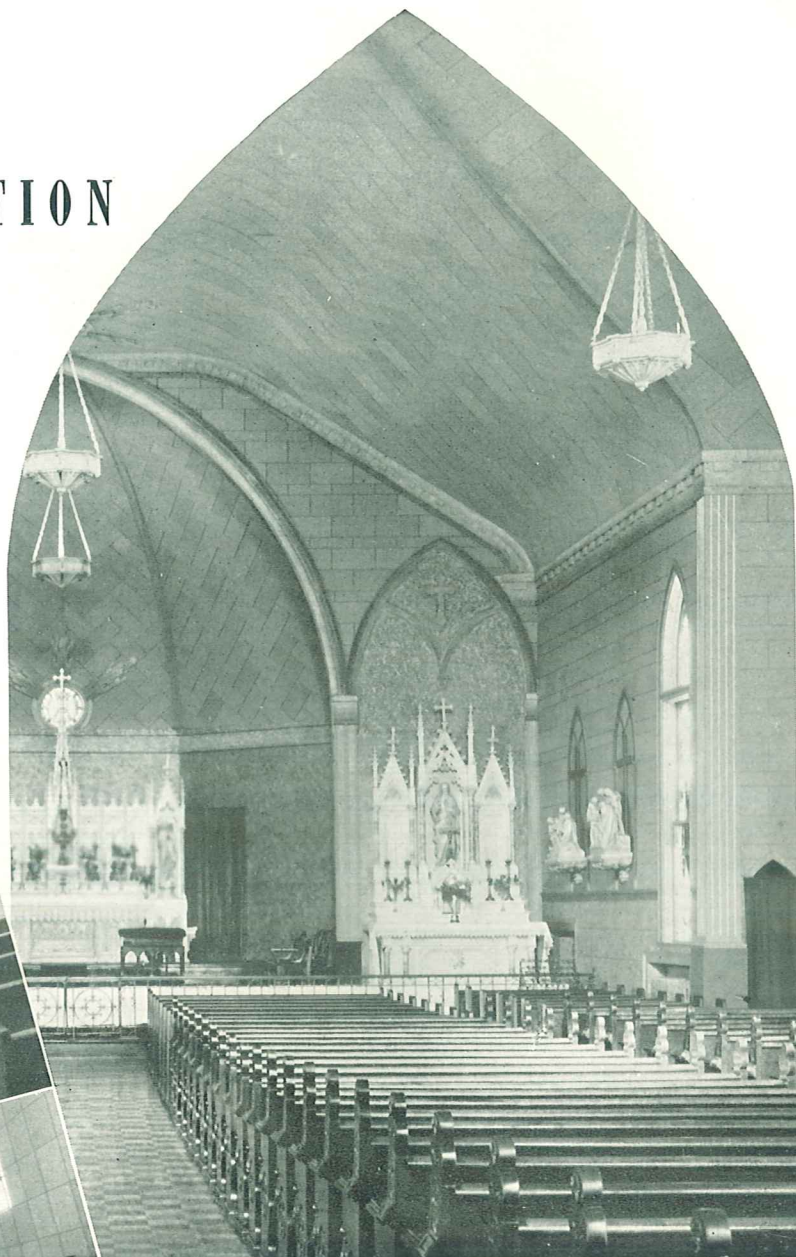
► Theatre-goers insist on luxurious, arresting beauty. C-X Texbord in its mellow warmth together with the soft illumination derived from indirect lighting assures theatre managers of delighted patrons. The walls in this theatre lounge are achieved



through the use of alternate horizontal planks of walnut and avodire C-X Texbord. Red and blue lights, on opposite sides of the pilaster, cause alternate colors to show on the fluted Celotex Mouldings which have been applied in the center.

ARCHITECTURAL DIGNITY ... LASTING SATISFACTION

At the Right. The large vaulted ceiling of this church has been completely finished with Celotex Insulating Tile Board in a herringbone design. Celotex is constantly chosen because it can be applied to edifice walls and ceilings to decorate and to improve acoustics.



Above Left. Celotex Insulating Tile Board on walls and ceiling with strips of Celotex Insulating Building Board covering pilasters and beams, make this church an inviting restful place to worship.

Left Center. This church presents the dignified interior walls that are so essential. Celotex Insulating Tile Board is used on the walls, presenting an effect which simulates stone.

At the Left. A pleasing combination of Celotex Insulating Finish Plank and Celotex Building Board add a charming dignity to the walls and ceiling of this church.

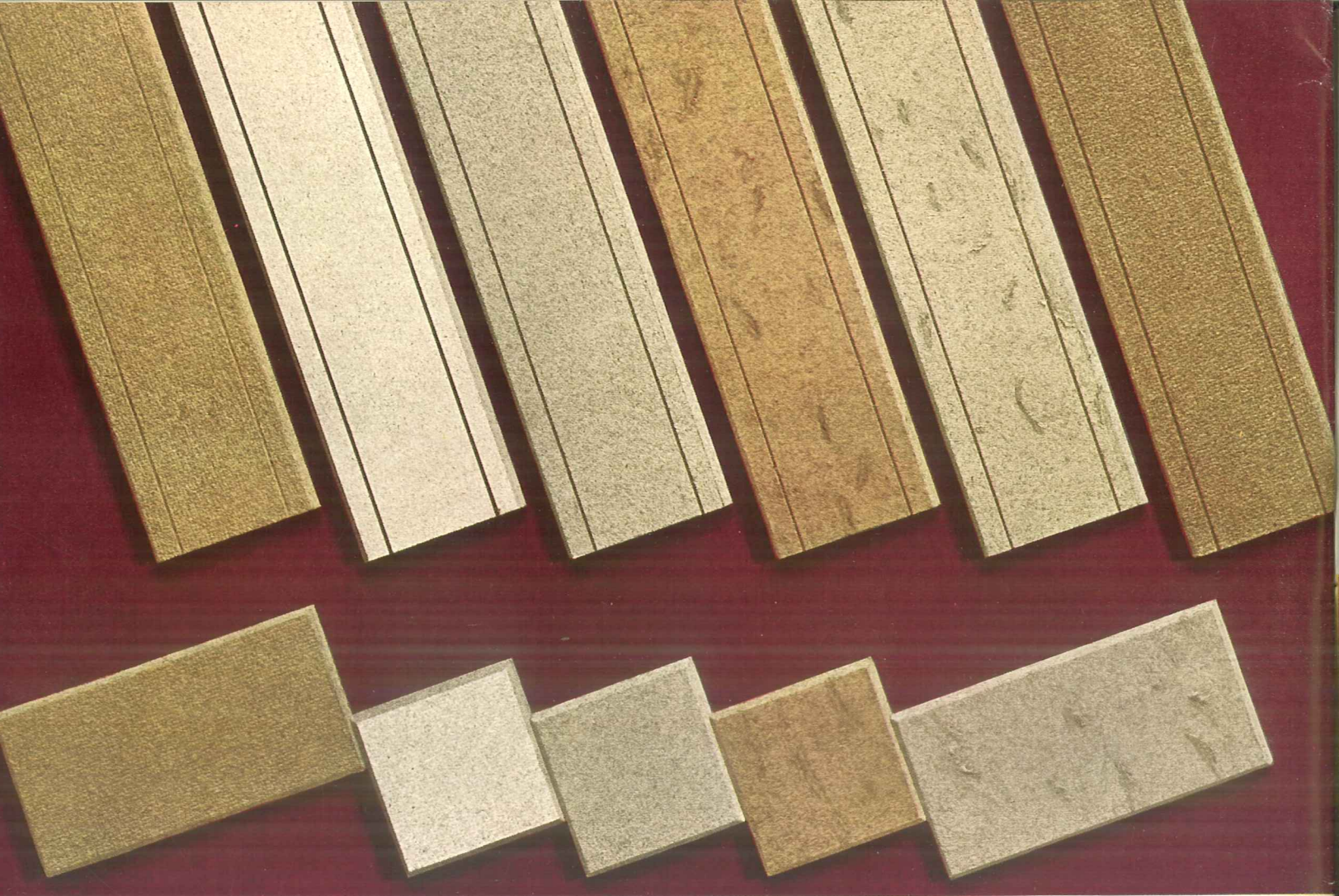
CELOTEX PRODUCTS

Celotex Hard Board and Cane Fibre Mouldings are shown in actual color on this page. They are used for cornice decoration, batten strips to cover nail heads and joints, or to carry out the architectural design of a room. No. 170 is an octagonal block often used at the intersection of moulding No. 105 in ceiling decoration.

At the bottom left of this page, both the tapestry and smooth sanded sides of Celotex Insulating Building Board are shown. Either side can be beveled, paneled or grooved. The boards can be applied in alternate finishes to provide an interesting wall design. They can be painted, when desired, without loss of insulating efficiency. Manufactured in 4-foot wide, 6 to 12 feet long and in thicknesses of $\frac{1}{2}$ and 1 inch.

A PHOTOGRAPH IN NATURAL FULL COLOR





A PHOTOGRAPH IN NATURAL FULL COLOR

Celotex Insulating Finish Plank and Celotex Tile Board are available in the colors and textures illustrated in actual full color above.

Plank is manufactured from 6 to 16 inches wide. It can be applied in regular or random widths, and is supplied in reversible joints to permit alternate exposed surfaces. Tile sizes range from 6 x 6 to 24 x 24 inch squares, and from 6 x 12 to 24 x 48 inch rectangles. They can be combined in various sizes, textures and colors to gain distinctive effects. Reading

from left to right, Natural Color, Tapestry Texture; No. 82 Ivory Color, Smooth Finish; No. 53 Natural Color Sanded; No. 75 Light Brown Ripple and Sanded; No. 55 Natural Color, Ripple and Sanded; No. 60 Mottled Brown, Tapestry Texture (plank only).

Celotex Ornaments (Below) are desirable to add that final touch of beauty to ceilings. Top row from left to right, C-32, C-33, M-1 (circular ornament), C-6, C-2. Bottom row, C-8, C-31, C-9, C-10.

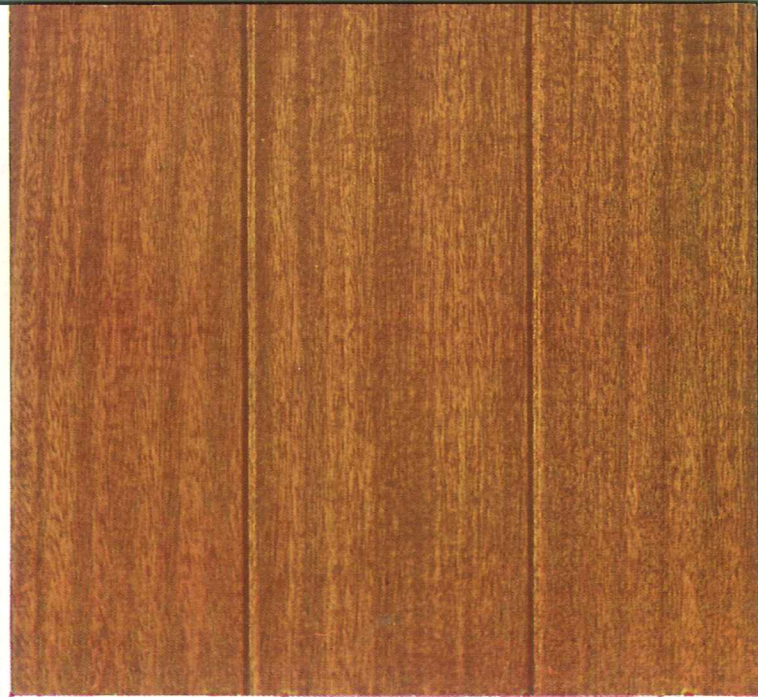


A PHOTOGRAPH IN NATURAL FULL COLOR

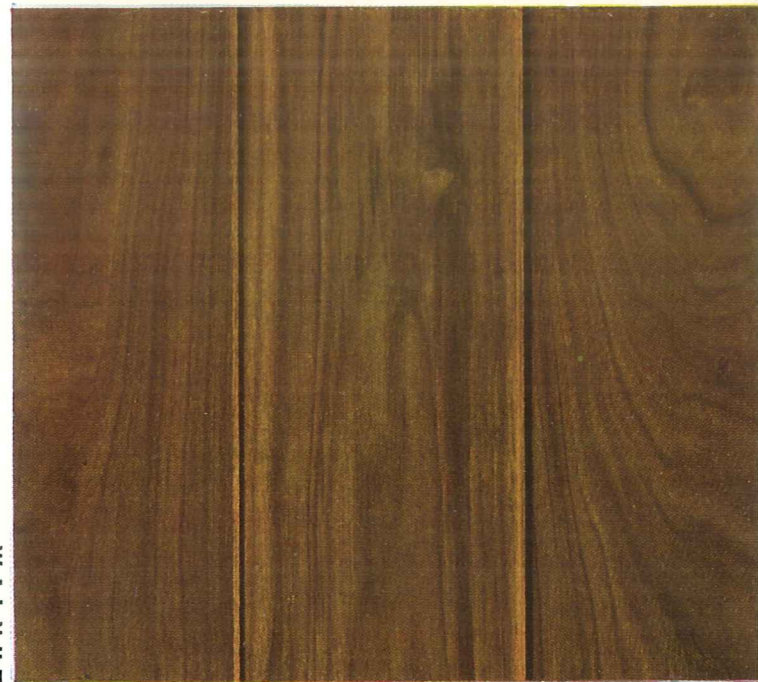
C-X Texpord is shown at the right in full colors—mahogany, walnut and avodire. All Texpord products are made of the *finest genuine cabinet wood veneer*, cut to procure the most beautiful grain . . . adhered to Celotex Cane Fibre Board . . . manufactured in 6, 9 and 12 inch widths . . . 8 and 10 foot lengths . . . $\frac{1}{4}$ inch thick . . . shiplapped joints . . . apply directly to any continuous surface with adhesive and nails—no nail heads show . . . curve around moderate arches . . . permanent, practical and economical.

Celotex Hard Board products are shown below in actual color. Wherever a hard surface is desired these boards will give lifetime satisfaction. From top to bottom, Celotex Hard Board, Tempered Hard Board, Studio Board, Black Tempered Hard Board, Panel Board, and Hardboard Tile.

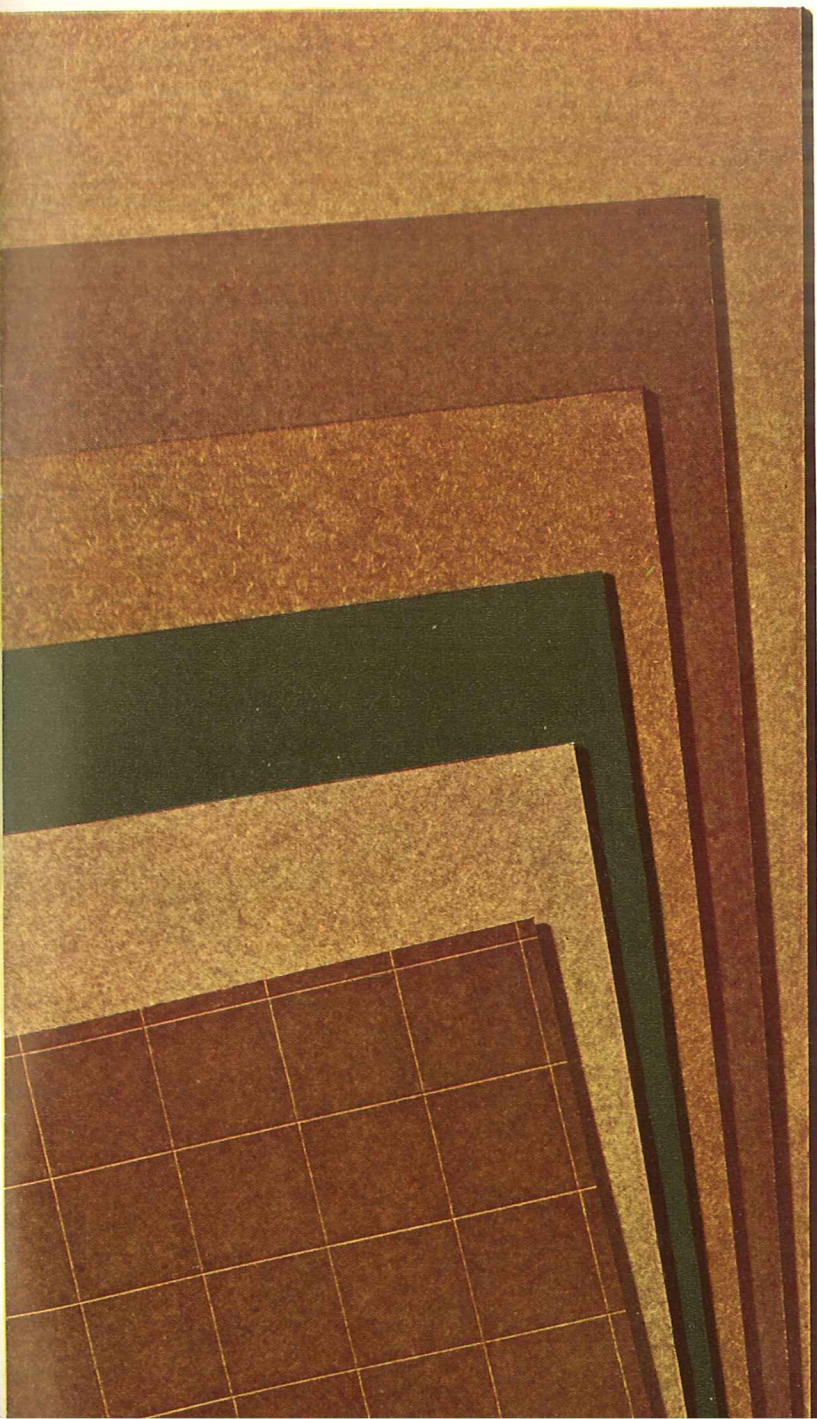
MAHOGANY



WALNUT



AVODIRE





CELOTEX
REG. U.S. PAT. OFF.
VAPORSEAL
INSULATING SHEATHING

Celotex Vapor-seal Sheathing—Asphalt coating on both sides and all edges, plus aluminum compound as a vapor barrier on side facing framework.



Celotex Vapor-seal Lath—Vapor barrier of asphalt and aluminum coating on the warm side of the wall—retains vital wall “breathing space” to protect supporting timbers.

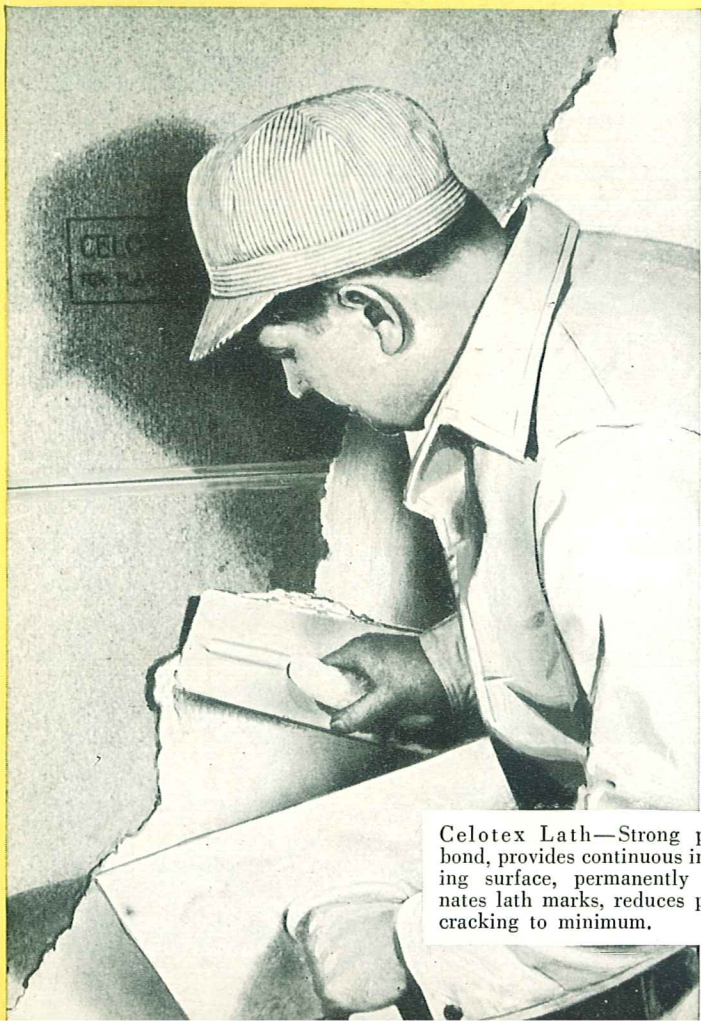
On Both Sides of the Framework

The new Celotex Vapor-seal Lath on the inside of the framework and Vapor-seal Sheathing on the outside, provide a modern type of construction recommended by leading architects. It assures you a home that is permanently insulated, structurally strong, and properly protected with vapor barriers.

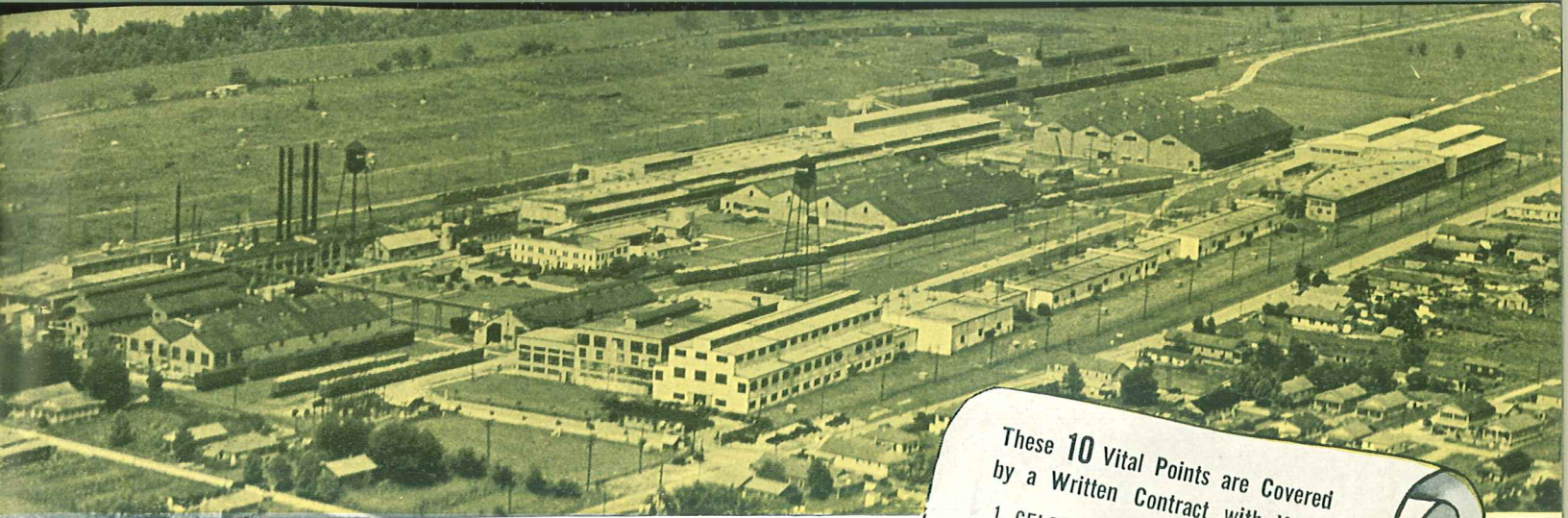
Rigid board insulation keeps the home comfortable—cooler in summer, warmer in winter, and much less costly to heat. It forms a continuous wall of insulation that fits tight at windows and doors to eliminate wind infiltration and drafts.

It is no longer necessary to apply a special vapor barrier to keep moisture out of the wall—Celotex Vapor-seal Sheathing and Lath both insulate and vapor seal at one time—all in one material, applied in one labor cost. This is an extra economy and wise precaution to build into any home regardless of your present humidifying plans.

With this type of construction, you protect your health and investment, add comfort, and save on fuel expense at no extra cost because Celotex replaces other building materials. And it preserves the vital wall “breathing space” that will protect the timber and aid in maintaining structural strength.



Celotex Lath—Strong plaster bond, provides continuous insulating surface, permanently eliminates lath marks, reduces plaster cracking to minimum.



WORLD'S LARGEST MANUFACTURERS OF STRUCTURAL INSULATION

IN WRITING!

Celotex Guarantee

For fifteen years Celotex has been a leader in the insulation industry. Over 700,000 homes are insulated with Celotex. Celotex Cane Fibre Insulation Board has proven its superiority and is now backed by a life of building guarantee on these 10 vitally important points.

- These 10 Vital Points are Covered by a Written Contract with YOU:
1. CELOTEX IS GUARANTEED to Maintain Insulating Efficiency for the Life of the Building!
 2. CELOTEX IS GUARANTEED to provide Structural Strength!
 3. CELOTEX IS GUARANTEED to give Lasting Fuel Economy!
 4. CELOTEX IS GUARANTEED against Destruction by Termites!
 5. CELOTEX IS GUARANTEED against Destruction by Dry Rot!
 6. CELOTEX IS GUARANTEED to be Water Repellent!
 7. CELOTEX IS GUARANTEED to Reduce Noise!
 8. CELOTEX IS GUARANTEED not to Settle away from the Framework!
 9. CELOTEX IS GUARANTEED against Loss of Insulation Efficiency upon Painting or Plastering!
 10. CELOTEX IS GUARANTEED to meet Dept. of Commerce Commercial Standards and U. S. Federal Specifications!
- The Celotex Guarantee, when issued, applies only within the boundaries of the United States

| NUMBER | | CELOTEX | | 000000 | |
|---|--|---------|--|--------|--|
| Life-of-Building Guarantee Celotex Cane Fibre Insulation Board | | | | | |
| This guarantee applies only to the Celotex Cane Fibre Insulation Board used as Sheathing _____ Lath _____ Interior Finish _____ Partitions _____ Linings _____ Under Floors _____ in the building located at: | | | | | |
| ADDRESS | | CITY | | STATE | |
| <p>This CELOTEX is GUARANTEED to maintain insulating efficiency for the life of the building — this CELOTEX is GUARANTEED to provide structural strength — this CELOTEX is GUARANTEED to give lasting fuel economy — this CELOTEX is GUARANTEED against destruction by termites — this CELOTEX is GUARANTEED against destruction by dry rot — this CELOTEX is GUARANTEED to be water repellent — this CELOTEX is GUARANTEED to reduce noise — this CELOTEX is GUARANTEED not to settle away from the framework — this CELOTEX is GUARANTEED against loss of insulation efficiency upon painting or plastering — this CELOTEX is GUARANTEED to meet Dept. of Commerce commercial standards CS42-32 and U. S. Federal specifications LLL-F21s —</p> <p>— and we will, at any time, during the life of said building, furnish without cost to the owner or owners thereof, a sufficient quantity of new Celotex Cane Fibre Insulation Board to equal the Celotex Cane Fibre Insulation Board covered by this guarantee which our examination shall disclose to our satisfaction to have failed to comply with any part of this guarantee, provided said Celotex Cane Fibre Insulation Board has been used or treated in complete accordance with Celotex Cane Fibre Insulation Board specifications as published and effective on the date of the installation of said Celotex Cane Fibre Insulation Board or on the date of this guarantee and said building has not been misused, neglected, moved or subjected to accident and at all times has been kept, and at the time of any claim hereunder is, in good repair, free from malicious attack and waterproof.</p> <p>This guarantee is in lieu of all other guarantees, warranties or representations, expressed or implied. No one is authorized to assume any other liability for us in connection with our products. This guarantee is not valid unless sealed and countersigned.</p> <p>DATED at Chicago, Ill. _____</p> <p>THE CELOTEX CORPORATION By <i>SPENCER</i> _____ President Countersigned: _____ Special Officer</p> | | | | | |
| WORLD'S LARGEST MANUFACTURERS OF BUILDING INSULATION | | | | | |

This guarantee certificate is issued through every Celotex dealer. It is the home owner's assurance that the insulation in his building is permanent . . . that it will last as long as the building. It is an aid to greater loan, rental and resale value.

This is an actual full color illustration of a Neo-Classic foyer. Celotex Building Board No. 55 has been applied to the walls, and Celotex No. 82 Building Board has been grooved for the ceiling. The pilasters have been grooved to carry out the design of the period and the panels are formed with inset wood moulding.

CELOTEX

BRAND
INSULATING CANE BOARD

REG. U. S. PAT. OFF.

General Office
919 N. Michigan Avenue, Chicago, Ill.
Plants
Marrero, La., Metuchen, N. J., Marietta, Ohio,
Branch Offices in Principal Cities

A good architect or contractor will assist you in selecting the proper material and in planning a beautiful installation. See your local Celotex dealer. He will be happy to show you samples of our products, make valuable suggestions and give you additional literature. For any further information write direct to The Celotex Corporation.

